

24 January 2012

All Members of Indian Broadcasting Foundation (IBF):

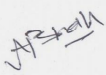
Advisory on Portrayal of Women in TV Programmes

The BCCC has noted with concern the tendency of some entertainment serials to use plotlines that focus excessively on mistreatment of women. Often such mistreatment is portrayed in terms of assault, abuse and commodification of women. Sometimes such portrayals are sought to be justified on the grounds that the serials actually take a stand against the mistreatment of women even though the scenes are shot in a manner designed to appeal to salacious instincts and to demean women.

The BCCC has no desire to needlessly curtail artistic freedom or to deny that women face injustice in our society. Nevertheless, the council is concerned that such portrayals reinforce negative stereotypes and is worried about the graphic portrayal of the assaults and abuse shown on TV.

The BCCC advises IBF member channels to exercise due care while framing such plotlines. If violence against women is to be portrayed then it should be suggested rather than graphically depicted. Channels should think carefully before telecasting shows in which women are portrayed as commodities, subjected to excessive violence and abused on screen.

The BCCC asks for sensitivity and restraint and hopes that members will take care to use the power and reach of television for constructive rather than salacious purposes.


Justice (Retd.) A.P. Shah
Chairperson
Broadcasting Content Complaints Council

BROADCASTING CONTENT COMPLAINTS COUNCIL

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